



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Peter M. Black et al. Examiner: Bartuska, Francis John

Application No. : 09/738,471 Group Art Unit: 3627

Filing Date : December 15, 2000

Art Unit : 3627

Title : TARGETED E-COMMERCE SYSTEM

Mail Stop AF  
Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

RECEIVED  
MAR 15 2004  
GROUP 360

March 8, 2004

COMMUNICATION PURSUANT TO RULE 116

Sir:

In response to the Office Action dated September 9, 2003, please reconsider the above-identified application in light of the following:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 6 of this paper.